association ACTIVITIES

Metropolitan LM's Study Washer-Extractors

A close-up view of actual construction of washer-extractor equipment was had by the members of the Metropolitan Institutional Laundry Managers Association when the group's September meeting was held at the Washex Machinery Corp.'s new plant in Plainview, Long Island. The LM's, brought to the plant by chartered bus from several locations around New York, were actually the guests of the Metropolitan Dry Cleaning Machinery Co., Inc., the local Washex distributor.

Following a short business meeting chaired by Maurice Kirby, MILMA president, the laundry managers heard a presentation by Steve Landon, Washex president, on the cost-cutting capabilities of washer-extractor equipment in the laundry operation.

A tour of the new manufacturing facilities and a buffet supper wound up the proceedings. The group's next meeting was scheduled for the latter part of October at the Henry Hudson Hotel in New York.

Wins Distributors Council Award

Winner of the Southern Distributors Council $1,000 scholarship award is Claude York (right), route salesman for Dream Cleaning, Charlotte, N. C., shown as he accepts congratulations from Dick Morris, Virginia-Carolina Supply Co., on behalf of the Council. The contest involved entries of 50 words or less on why the contestant wants a scholarship to either the AIL or NID school. Other winners, who were awarded correspondence course scholarships, were Samuel Bono, Bono Cleaners & Dyers, Jacksonville, Fla., and Hone Mullins, New Providence One Hour Cleaners, Clarksville, Tenn.

Carolina Group Names Officers

The Greenville (S. C.) Launderers and Dry Cleaners Association recently installed new officers and directors. John Wheeler Powell, Ideal Laundry and Cleaners, is president; Henry Ward, Palmetto Laundry and Dry Cleaners, was elected vice-president; Fred Jameson, Town and Country Laundry and Cleaners, secretary; and Ernest Pittman, Ideal Laundry, corresponding secretary.

New Jersey Laundryman honored

Thomas F. Crowley, Jr. (right), Union-Imperial Laundry, Newark, N. J., was presented with the Silver Starch Bucket by the New Jersey Laundry and Cleaning Institute. The Bucket, one of the industry's top awards for outstanding service, was given to him at a banquet sponsored by the Institute. Mr. Crowley has been actively engaged in the industry since 1917 and owns one of the largest fabric care establishments in the state. Arthur V. Gelnaw (left), president of the Institute, is shown presenting the award.

INDEX

ACCOUNTING

How To Avoid Tax Troubles — February 30
If You Don't Keep Records, You're Just Kidding Yourself — April 50
Plan Ahead for Your 1962 Tax Return Now — January 26
The Pros and Cons of Punched-Tape Accounting — December 34
So You Plan To Buy New Equipment — March 32

ADVERTISING and SALES PROMOTION

AIL Advertising Contest Winners — May 40
The Customer Is the Key to Sales — January 34
How to Flood Your Plant With Family Bundles — August 24
How to Plan Your Public Relations Program — July 28
Laundry Advertising: Russian Style — March 64
The Meaning of Communications — May 36
National Contest Offers Year's Laundry Service as Grand Prize — January 52
Plant Tours Doubled Our Sales — August 34
Preliminary Report on Soap Sales to Households — March 64
Sales Ideas That Work — August 48
Selling Is Everybody's Business — July 22
You Can Sell Laundry in Today's Market — May 28

ASSOCIATIONS

AIL—Chicago Show Surprises Everybody — May 40
AIL Young Men's Conference — November 52
California Calls in the Experts — December 44
Californians Hold Clinic at Las Vegas — January 52
Connecticut — Fiber-Glass Drapery Market Intrigues Nutmeg Plantowners — January 46
Connecticut — Quality Is Theme of Nutmeg Meeting — May 50
D. S. I. A. Convention Highlights — April 52
Idaho — Technical Problems Discussed at Idaho Meeting — August 42
Illinois and Iowa—Rockton Meet Stresses Sales — July 50
Illinois LM's Elect Officers for 1962 — January 55
Kansas and Missouri Meet at Topeka — August 44
Kentucky Elects Joyce — November 54
LM's Hold Eastern Regional Conference — August 40
LSAA-Linen Suppliers Endorse Research Program — June 20
Louisiana—Pelicans Gather at Shreveport — March 54
Massachusetts — Bay Staters Honor Carruthers — May 48
Minnesota — Gophers Thrive at 24° Below — February 56
New Hampshire — Granite Staters Ask "Quo Vadis?" — September [illegible]
New Jersey—Garden Staters Find Better Way — March 58
New York—Empire Statesmen Wince at Insurance — November 54
North and South Dakota — Dakotas Stress Image Improvement — September 40
North Carolina — Tarheel Theme: How to Woo Business — December 46

TO ARTICLES—1962

Northwesterners Get Consumer-Oriented	July	52
Optimism Sparks NAILM Conference	May	46
Oregon—Sunsetters Hear Jet Progress Report	July	53
Pennsylvanians Show "New Look"	November	55
South Carolina — Professionalism 'Mid the Palmettos	September	48
South Dakota Elects	January	54
Southern California — LM's Hold Institute at Hollywood	January	48
Texas Roundup Biggest Ever	March	56
Tri-State Elects George Young	August	42
Tri-State Meet Draws Record Crowd	January	40
Utah—Spirits High at Salt Lake	April	55

BELLEW PRINTS

Angled Damp-Boxes	October	138
Anti-Crush Carts	January	38
Bundle-Tie Cords	October	136
Bundle-Truck Brakes	October	139
Bundling Lazy Susan	November	48
Cake Cart	September	30
Commercial-Work Trucks	August	46
Conduit for Guard Rails	June	64
Counter Marking	February	52
Counter Order Holder	March	44
"Don't Use" Signs	July	44
Doors and Shelf Barrier	December	42
Driver's Desk Doubled	October	137
Dump-Water Duo	January	38
Easy-Loading Flatwork Bags	June	64
Extinguisher Guard	July	44
Flag Day Lots	October	138
Handy Pin Boxes	November	48
Improved Drycleaning Cart	June	64
Layer Cake	September	30
Lit-Up Fence Signs	April	60
Loading-Conveyor Trucks	February	52
Neat Wastebasket	May	52
Noiseless Tumbler Wheels	May	52
No-Spill Can for Starch	July	44
Pipe Organ for Towels	December	42
Plant Phone Booth	March	44
Plywood Truck Panels	November	48
Production Count	April	60
Programmer Storage	March	44
Quality Reminder	December	42
Radiated Heat	May	52
Recessed Files	April	60
Repair Marker	November	48
Roll-Up Feed Trough	September	30
Routemen's Reminders	May	52
Route Messages	July	44
Rubber-Banded Roll Towels	October	136
Safe Loading Ramps	September	30
Safe Shirt Transport	June	64
Safety Warning	March	44
Soiled-Linen Ticket	September	30
Special-Service Check	July	44
To the Chef's Taste	August	46
Truck Elevator	May	52
Truck-Fitted Carts	August	46
Truck Floodlight	December	42
Truck-to-Hopper Loading	February	52
Unmarred Blanket Binding	January	38
Wastebaskets for Supplies	April	60
Windshield for Flatwork	August	46
Wrapping-Paper Holder	January	38

CIVIL DEFENSE

The Industry's Role in Civil Defense	October	88

COIN-OPERATED DRYCLEANING

Everything's Bigger in Texas	March	24
How Coin-Op Helps Professional Services	November	32
What About Coin-Op Cleaning?	September	29

COIN-OPERATED LAUNDRIES

Everything's Bigger in Texas	March	24
How Coin-Op Helps Professional Services	November	32

CONSTRUCTION

One Way to Solve a Traffic Problem	April	28

CONSUMER EDUCATION

Meet Nelson's Feminine Image	July	18
Where Do You Find a Fabric Counselor?	April	46

COSTS

Operating Costs Percentages	October	102
Plan Ahead for Your 1962 Tax Return Now	January	26
So You Plan to Buy New Equipment	March	32
Using Gravity to Cut Costs	June	38

CUSTOMER RELATIONS

How a Home Counselor Ups Sales	February	32

DISTRIBUTION

The ABC's of Tire Selection	June	28
Basic Problems of Routing	April	30
Fleet Mechanics Training Courses	March	26
Fleet Operation in Florida	July	37
Gears and Gear Ratios	November	28
How a Small Company Does It	February	23
How to Predict Truck Performance	September	24
How to Prevent Electrical Failures	December	31
How We Select Our Route Salesmen	January	32
Maintenance Advice for Small Fleet Operators	February	22

Continued on page 51

SAVE TIME AND MONEY
with Colgate
KWIKSOLV
THE PERFECT "ONE-SHOT" LAUNDRY COMPOUND

for shirts... flatwork... linens... diapers

With KWIKSOLV you get:

- ★ Fast removal of oily soil and stains
- ★ Special no-dust formula
- ★ More effective dispersal of heavy soil
- ★ Savings in time and money
- ★ Special brightener for whiter washes
- ★ Better rinsing—uniform high-quality results

And remember—KWIKSOLV is *complete*—no break compound or supplementary alkalies are required.

In 110-lb. bags

WRITE FOR LITERATURE AND PRICES TODAY

Associated Products Division

COLGATE-PALMOLIVE COMPANY, 300 Park Avenue, New York 22, N.Y.

ATLANTA 8, GA. • CHICAGO 11, ILL. • KANSAS CITY 11, MO. • JERSEY CITY 2, N. J. • OAKLAND 12, CALIF.

INDEX TO ARTICLES—1962

The Puzzling Problem of Driver Safety — May 24
Road Failures—Primary Causes and How to Avert Them — January 30
Tailgate Technology — December 33
Three Questions Often Asked by Truck Operators — August 36
We Don't Want All the Business . . . Just the Profitable Part — June 30

EDITORIALS

Be Your Own Judge and Jury — March 16
The Cellulose Bandwagon — October 52
Good and Lively — December 18
A Good Investment — February 19
Image vs. Reality — September 16
Life Begins at Forty? — June 19
A New Hat for Bill — January 14
The Power of People — November 20
Wanted: Bright Young Men — May 16
What's in the Wind — April 19
Where Do We Go From Here? — July 16
Where There's a Will . . . — August 23

EMPLOYEE RELATIONS (See "Personnel")

ENGINEERING

B.t.u. and B.Hp. — December 40
More Power to 'Em — June 44
New Filtration System Given OK — April 32
Power Plant — October 108
Sun's Rays Heat Water at Florida Coin-Op — January 28
Two Kinds of Steam — September 49
Useful Information — October 114
Want to Save on Water Softening? — March 30

FABRICS

Connecticut — Fiber-Glass Drapery Market Intrigues Nutmeg Plantowners — January 46
Fabrics — October 119

FINISHING

Invents Ironer Static Arrester — August 38
Wearing Apparel Finishing — October 98

FLATWORK

Invents Ironer Static Arrester — August 38
The Jet: Almost But Not Yet — February 46

FUR PROCESSING

Fur Section — October 122

INCENTIVES

Five Ways to Stimulate Route Sales — January 33
Grow or Go — May 30
Sales Ideas That Work — August 48
Wage Incentives: Click or Clunk — January 29

INSTITUTIONAL LAUNDERING

Central Laundry Proposed for Baltimore Hospitals — August 38
Central Plant Hits Million-Pound-a-Month Stride — December 20
The Laundry Had To Go — July 32
LM's Hold Eastern Regional Conference — August 40
Meet the Laundry Manager of the Year — May 22
Outer and Inner Space for Institutional Laundries — May 18
A Problem for LM's — January 24
Should Institutional Laundry Managers Accept Diversification? — July 26
Southern California — LM's Hold Institute at Hollywood — January 48

INTERNATIONAL

The British Laundry Industry — February 28
British Seek American Sales Know-How — November 27
Centralized Laundry Operations in Sweden — April 34
The Laundry Industry Is Going International — November 22

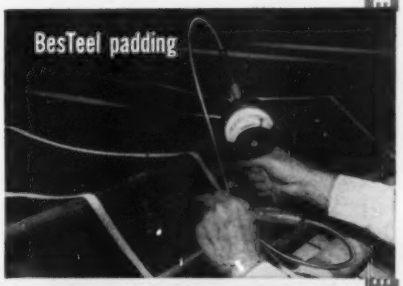
MANAGEMENT

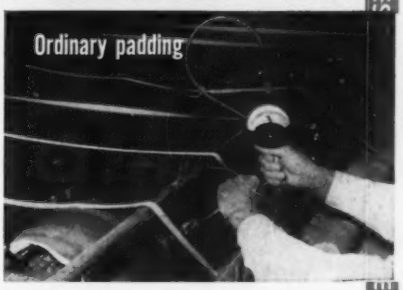
All About Mergers — June 50
Central Plant Hits Million-Pound-a-Month Stride — December 20
Facing Up to the Water Problem—Introduction — October 55
Grow or Go! — May 30
Highlights of Management Conference — September 47
How Coin-Op Helps Professional Services — November 32
How to Avoid Tax Troubles — February 30
If You Don't Keep Records, You're Just Kidding Yourself — April 50
Just Dial for Instant Phone Service — February 34
The Laundry Had To Go — July 32
The Laundry Industry Is Going International — November 22
Laundry Managers' Course Ready — September 34
A Lesson in Listening — February 36
Outer and Inner Space for Institutional Laundries — May 18
A Problem for LM's — January 24
Production and Management — October 84
Selling Is Everybody's Business — July 22
Should Institutional Laundry Managers Accept Diversification? — July 26
Simplified Pricing Spurs Sales — November 42
So You Plan to Buy New Equipment — March 32
You Can Sell Laundry in Today's Market — May 28
We Don't Want All the Business . . . . Just the Profitable Part — June 30
Will It Be You . . . in '62? — January 20

Continued on page 52

TEST TEST TEST TEST TEST TEST TEST

Rolls Run Hotter with BesTeel Pads ...Iron Faster and Cleaner...Use Fewer Covers





In a dramatic comparison of flatwork ironer pads, BesTeel metal mesh padding proved its economy-in-use for high production plants. *Pyrometer readings showed that BesTeel cut heat loss from chest to roll by an average 45°.* We would like to tell you about this test and to demonstrate BesTeel's superior heat retention on your own machine.

BesTeel pads give better contact too. Guaranteed to maintain proper roll size without booster padding for two years. Serviceable for as long as six. Better heat retention and better contact mean faster drying . . . faster ironing . . . increased production. BesTeel saves labor, floor space and capital investment for additional capacity. Moreover, stainless metal mesh padding is the cleanest padding yet devised.

Pads are clipper-laced to covers and shaped to give a taper to roll ends—an exclusive BesTeel feature. Therefore covers last longer. . . . especially if they are the new BesTeel B covers. These companion covers contain the highest asbestos content and have the highest break strength of any roll cover available. Ask for details on the complete BesTeel dressing.

GOLD LINE TINGUE QUALITY FABRICS

SALES OFFICES

1765 CARTER AVENUE, NEW YORK 57, N.Y., CYPRESS 9-8800
1227 WABASH AVENUE, CHICAGO 5, ILLINOIS, HARRISON 7-0083
723 E. WASHINGTON BLVD., LOS ANGELES 21, CALIF., RICHMOND 9-6023
507 BISHOP ST., N.W., ATLANTA 13, GA., TRINITY 4-3864

TINGUE, BROWN & CO.

INDEX TO ARTICLES—1962

MARKETING

Everything's Bigger in Texas March 24
How a Small-Town Plant Increases Sales July 25
Modernizing Call Office Quadruples Plant Store Volume . . . . Keeps Four Carhops Busy March 28

MODERNIZATION

AIL Plant Gets New Look July 21
How a Small-Town Plant Increases Sales July 25
Modernizing Call Office Quadruples Plant Store Volume . . . . Keeps Four Carhops Busy March 28
White House Makes Capitol Improvements November 36

PERSONALITIES

Bay Staters Honor Carruthers May 48
Keystoners Honor Davis June 24
Meet Nelson's Feminine Image July 18
Meet the Laundry Manager of the Year May 22
Mr. A. I. L. To Retire September 22

PERSONNEL

How To Set Up a Wage Scale Program February 42
How We Select Our Route Salesmen January 32
A Lesson in Listening February 36
The Puzzling Problem of Driver Safety May 24
The Secret Ingredient Is People May 32
Their Image Is Your Image December 36
Wage Incentives: Click or Clunk January 29

PRICING

Simplified Pricing Spurs Sales November 42

PRODUCTION

Extraction Data October 95
How to Do It Better August 30
How to Up Press Output 25 Percent April 20
Ironer Data October 97
The Jet: Almost But Not Yet February 46
Mechanized Tumbler Loading June 40
Meet the Laundry Manager of the Year May 22
Production and Management October 84
Production Standards October 100
So You Need More Room To Grow September 18
Troy's Piston-Packing Drape-Pleater July 46
Tumbling Data October 95
Using Gravity to Cut Costs June 38
Wage Incentives: Click or Clunk January 29

PUBLIC RELATIONS

British Seek American Sales Know-How November 27
How a Home Counselor Ups Sales February 32
How to Plan Your Public Relations Program, Part 1 June 32
How to Plan Your Public Relations Program, Part 2 July 28
The Meaning of Communications May 36
Meet Nelson's Feminine Image July 18
Our Work Is "Housewife-Tested" March 46
Plant Tours Doubled Our Sales August 34
Selecting the Right Media November 44
Their Image Is Your Image December 36
What You Should Know About Women September 26
Where Do You Find a Fabric Counselor? April 46

QUALITY CONTROL

Our Work Is "Housewife-Tested" March 46
Progress Report on Laundry Quality April 24
Tri-State Meet Draws Record Crowd January 40

RESEARCH AND SURVEYS

Laundry Sales Up for 1961 June 26
Linen Suppliers Endorse Research Program June 20
May Laundry Sales Unusually Good August 28
The National Industry Picture January 22
Recovery Noted in Last Quarter February 26
Retail Sales Slump in February May 26
Route Sales Are on the Upgrade August 32

ROUTE SELLING

Five Ways to Stimulate Route Sales January 33
Grow or Go May 30
How We Select Our Route Salesmen January 32
Sales Ideas That Work August 48
Selling Is Everybody's Business July 22

RUGS

Plant Tours Doubled Our Sales August 34

SAFETY

Group Action Prompts a Safety Booklet Publication in Florida April 40
The Puzzling Problem of Driver Safety May 24

SIDELINES

Catchers Are the Dirtiest Players September 28
Laundering for the World's Toughest Customers December 28

SURVEYS (See "Research")

TRAINING

AIL's New School for LM's March 20
Fleet Mechanics Training Courses March 26
Highlights of Management Conference September 47
Laundry Managers' Course Ready September 34

TRUCKS

The ABC's of Tire Selection June 28
Basic Problems of Routing April 30
Fleet Mechanics Training Courses March 26
Fleet Operation in Florida July 37
Gears and Gear Ratios November 28
How a Small Company Does It February 23
How to Predict Truck Performance September 24
How to Prevent Electrical Failures December 31
Maintenance Advice for Small Fleet Operators February 22
The Puzzling Problem of Driver Safety May 24
Tailgate Technology December 33
Three Questions Often Asked by Fleet Operators August 36
Truck Specification Guide October 131
Road Failures — Primary Causes and How to Avert Them January 30

WASHROOM

Bleaching Data October 90
Bluing Data October 90
Sizing Data October 94
Souring Data October 90
Starching Data October 94
Washroom Information October 84

WATER

About Water and Sewer Rates October 61
Defining the Nature of the Problem October 56
Developments That May Affect Our Future October 78
Facing Up to the Water Problem October 55
How to Control Pollution October 74
How to Reduce Rates Now October 69
More Power to 'Em June 44
The Municipal Viewpoint October 65
Sun's Rays Heat Water at Florida Coin-Op January 28
Want to Save on Water Softening? March 30
Water Supply October 107

• No more wrinkling
• No more slippage
• No continual tightening

with the ZEIDLER APRON "SUR-DRIVE"

for Flatwork Ironers

The Apron "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble surface assures true-tracking of both aprons—in fact, we guarantee both aprons will track together! Write for prices and full details.

ALSO—FEED RIBBON "SUR-DRIVE" for Longer Ribbon Life

Available from your DISTRIBUTOR, or write direct

ZEIDLER

MANUFACTURING CO., INC.
633 Concord Avenue
MAMARONECK, N. Y.